



Workshop Catalog

*Programming for Entrepreneurs and the
Organizations They Rely On*



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Workshop Details Legend



Length



Content level



Experience level
needed



Virtual:
*Participants and
instructor are virtual*



In-person:
*Participants and
instructor in-person*



Hybrid:
*Participants and organization
staff in-person, OYG staff
presenting virtually*

Why Choose Outgrow Your Garage

At Outgrow Your Garage, we believe that learning is only the first step - the rest is how you implement it. That's why we thrive when collaborating with libraries, lending institutions, and schools. Our mission is to teach entrepreneurs the skills they need for their business while connecting them to additional local resources. That way, we're helping build thriving business and resilient communities.

We Offer:

Hands-On Workshops: Our sessions are engaging and practical, with clear objectives and measurable outcomes.

Review and Follow-Up: Our workshops connect to additional courses, resources, and coworking sessions for continuous learning long after the workshop.

Immediate Applicability: Business owners don't just learn; they leave with a finished skill. We believe in tangible outcomes, so participants gain practical expertise that can be immediately used in their business.

Versatility: Whether you prefer virtual, in-person, or hybrid workshops, we've got you covered. Our flexible delivery options cater to diverse preferences, ensuring accessibility and convenience for all.

Complimentary Marketing Materials: When you book a workshop with us, we don't just provide an educational experience — we help you spread the word. Receive marketing materials that empower you to promote the workshop to your organization's participants seamlessly.

What Past Participants Say

[Your workshop] gave me a tool I could use while I'm reorganizing my processes for growth. - Paul, Small Business Owner

I was at your SBDC talk in Greeley. I love the Friday #accountability!
- Jenny, Small Business Owner

The educational resources [from] OYG are things that I really wish I'd had back when I was first starting out. - D'Nelle, Small Business Owner

OYG's library of resources and videos has helped me approach the challenges of small business starting and growth, instead of being overwhelmed to the point of paralysis.
- Sarah, Small Business Owner

I learned how to guide students that wish to take a non-traditional career route.
- Chris, Career Services Staff

Want to See a Workshop In Action?

[Check out our YouTube Channel](#)

Ready to Book?

Fill out our [webform](#) and we'll get in touch within 2 business days.

About Our Workshops

Course Related Workshops

In a course-related workshop, the focus shifts towards the broader process rather than a specific end product. Participants explore and understand the overarching concepts, methodologies, or strategies related to a particular subject. While they may begin implementing aspects of what they've learned, the workshop is designed to guide them through the initial stages of a more comprehensive process. Participants leave with the knowledge and framework to continue developing and applying the concepts introduced during the workshop, with additional work required beyond the session.

Skill Related Workshops

In a skills-related workshop, participants engage in hands-on activities with the goal of creating a specific, tangible outcome by the end of the session. The emphasis is on building and honing practical skills that directly result in a finished product. Participants are guided through a step-by-step process, actively working towards completing a project or task. The primary focus is on achieving a concrete result, and participants leave with the tangible output they've created during the workshop.

Key Differences

The key difference lies in the workshop's primary objective. A course-related workshop helps participants grasp the overall process, with a requirement of working on it after the workshop to see the complete results. A skills-related workshop centers on participants gaining and practicing specific skills to produce an outcome during the session.

Course Related Workshops

These workshops introduce business owners to Outgrow Your Garage curricula and tie directly to a specific course. After the workshop, participants have full access to the course for review and further learning. Have a specific need that you're not seeing below? Email us at info@outgrowyourgarage.com or fill out our booking form [here](#).

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The Art of Pricing Services

Get Paid for Your Hard Work!

Setting prices in a service-based business can be a tricky task. The costs involved include factors like time, supplies, and potential travel to the job site. During this workshop, participants will learn how to set fair pricing that supports future growth and build a template for estimates they can use for any project. We'll also discuss how to talk to clients about pricing, ensuring entrepreneurs get paid what they deserve for every job, including any add-ons that may crop up.

Book now to equip your constituents with new skills to navigate the complexities of setting prices in a service-based business to promote future growth.



1 hour



No prior knowledge
needed



Best for new
growing businesses



Can be
presented virtual



Can be presented
In-person

Secrets of Successful Hiring

Roadmap to Building a Winning Team!

Do you have constituents ready to take the leap and hire their first team member? We know how tough it can be to delegate for small business owners, so we provide the tools to conquer that. In this presentation, participants will be guided through the entire operational process for hiring a team.

Participants will leave with a clear idea of their next steps, and be able to utilize the activities in our hiring course, *Hiring Staff & Contractors: Everything You Need to Know About the Hiring Process*, to implement their road map.



1-2 hours



No prior knowledge
needed



Best for new or
growing businesses



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

Profitability Through Process

Business Systems for Startups and Small Business

This workshop covers important ways to improve business processes and prepare for scaling. Participants will learn how to efficiently organize current tasks and transform them into streamlined processes, creating a foundation for growth and efficiency.

Note: Part of the time will be spent discussing tools for finding, evaluating, and implementing products, software, and other solutions that can help businesses grow, however, this workshop is not intended to provide robust technical assistance. See our skills based workshops if you are looking for specific technical skills.



Scalable from
1 hour-full day



No prior knowledge
needed



Applicable to any
business level



Can be
presented virtual



Can be presented
In-person

Scalability and Productivity

Building Systems That Actually Work

Ever wondered how to assist with supercharging business operations and help entrepreneurs reach new heights? Do your constituents have systems, but aren't sure how to get their team to use them? In this workshop participants will discover ways to boost their business's efficiency through hiring.

Throughout this session, attendees will learn strategies for implementing systems across their organization, whether they're a solopreneur or have a team. Booking this workshop will enhance operations and unlock the full potential of their business.



Scalable from
1 hour-full day



No prior knowledge
needed



Best for growing
businesses



Can be
presented virtual



Can be presented
In-person

Planning to Hire

My Business is Growing, Now What?

Are entrepreneurs in your network constantly wondering when the right time is to expand their team? This workshop is designed to guide participants in determining their readiness for hiring and creating a comprehensive pre-hiring checklist. We'll cover topics like budgeting for both the cost of hiring and the new payroll, determining whether there is a need for a W2 employee or a 1099 contractor, establishing an ideal hiring timeline, exploring valuable hiring resources, and more.

Booking this workshop will provide the knowledge and tools needed to make informed decisions about when and how to grow a team, ensuring a smooth and strategic hiring process.



1-2 hours



No prior knowledge
needed



Best for new
growing businesses



Can be
presented virtual



Can be presented
In-person

Planning For Growth

Crafting Your Future Business Roadmap

Ever wondered how to steer a business toward a future of success? This presentation explores essential strategic topics for future prosperity. We will talk about crafting year-ahead hiring plans, effective budgeting for future expenses and loans, and detailed campaign planning for product and service marketing.

Participants will gain the practical skills to confidently navigate future uncertainties and ensure their organization is ready for growth. Booking this presentation will help to equip participants for a strategic future!



Scalable from
1 hour-half day



Requires prep work



Best for growing or
established businesses



Can be
presented virtual



Can be presented
In-person

Planning for the Future Series

Our "Planning For the Future" series is a comprehensive set of sessions designed to equip participants with strategic tools for success. Topics cover a wide range of essential planning skills, offering the opportunity to explore areas important for growth and development. These workshops can be presented individually or as a series. When presented as a series, we work with you to determine the best order and preferred outcomes for your audience.

Topics in this series include:

Marketing: Participants learn basics of marketing and what to expect from working with a brand designer or other marketing professional.

Budgeting: Participants build a budget to track overhead spending, plan for future expenses, and learn how to evaluate whether their cashflow is adequate to achieve their goals.

Hiring: Participants plan for future hiring and identify key roles that will need to be added to their organization.

Onboarding Staff: Participants create effective onboarding processes and checklists to seamlessly integrate new team members.

Prioritizing: Participants organize what is currently going on in their business, identify their goals, and determine key priorities for the future to achieve those goals.

Raising Prices: Participants learn how to set and raise prices, and understand the impact of pricing changes on their business.

Evaluate Your Finances: Participants use their current cash flow, balance sheet, and income statement to evaluate the financial health of their business.



Scaleable from
1 hour-full day



Can be presented with
or without prep work or
prior knowledge



Best for growing or
established businesses



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

Service-Based Job Costing

Are You Making a Profit?

This presentation is tailored for service-based businesses, where participants will uncover the secrets to determining the cost of goods for each revenue stream. Participants will learn how to construct detailed templates for every stream, providing a clear picture of their financial landscape. While not every area of a business needs to be profitable, entrepreneurs need to understand how each area contributes to the overall financial picture of their business.

Attendees will leave with new insights into the intricacies of their business, highlighting the most profitable areas. Book now to master the financial heartbeat of your service-based business!



1 hour



Requires prep work



Best for new or growing businesses



Can be presented virtual



Can be presented In-person



Can be presented hybrid

Product Price Planning

How to Price Your Products

This presentation is crafted to unravel the mysteries of product pricing for businesses. Participants will learn how to appropriately markup and ensure all costs, including credit card fees, are factored in. We'll also map out the supply chain so that participants can understand how changes to their supplies will affect their markup.

Participants of this workshop will gain clarity on the quantity of products needed to cover both the cost of goods and overhead expenses. Book now and don't miss out on this opportunity to demystify product pricing and set their business on the path to financial success!



1-2 hours



Requires prep work



Best for new growing businesses



Can be presented virtual



Can be presented In-person

Internal Communication

What's Going On in Your Business?

According to Gallup, fifty-two percent of voluntarily exiting employees say their manager or organization could have done something to prevent them from leaving their jobs*. For many companies, understanding and evaluating their internal communication is a key starting point to retaining employees.

In this workshop we will cover ways to ensure your participants have consistent, clear communication from the top to bottom of their organization, making it easier to retain staff while doing good work. Book this workshop to strengthen communication practices for a resilient and thriving workforce!



1 hour



No prior knowledge
needed



Best for growing or
established businesses



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

Skill Focused Workshops

These workshops are focused on creating a specific piece of content or skill for a business. They are tailored to individual business needs, and participants leave with an actionable process or product they can use immediately. Many of these workshops have prerequisites, which are listed in the descriptions. If desired, any workshop can be paired with an additional prep period facilitated by Outgrow Your Garage where participants can complete or gather their materials for the workshop.

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Unleash Project Galleries

Let Your Leads Qualify Themselves!

In this workshop, participants will create a project gallery detailing their ideal jobs and clear pricing. By sharing their projects and pricing details, they will create trust and add value for their clients from the very first impression. Clients will confidently ask about costs, allowing participants to save time by focusing on those who truly appreciate and can afford their services. Booking this presentation will teach participants to attract the right clients and optimize their business's growth.

Prep work needed: financial information about recent jobs, including cost of goods, profit margins, and before/after photos (if applicable).



1 hour



Prep work needed



Best for growing or established businesses



Best presented virtual



Can be presented In-person



Can be presented hybrid

How FAQs Can Improve Your Business

Answering Client Questions

This presentation is made to help businesses identify and leverage frequently asked questions (FAQs) as a foundation for various communication channels. Participants will explore strategies for incorporating these insights into phone calls, email templates, website FAQs, and even text messages. By the end of the workshop, attendees will leave equipped with a template for typical client interactions, providing a solid framework that can evolve with their business growth.

Prep work: Participants should keep a list of client questions for a week or two pre-workshop to work from.



1 hour or less



No prior knowledge needed



Applicable to any business level



Can be presented virtual



Can be presented In-person



Can be presented hybrid

Building Trust With Your Clients

Lasting Connections for Business Success

In any industry, trust is vital to creating and maintaining a strong reputation. By helping entrepreneurs clearly articulate why they do what they do (and how that improves the lives of their clients), this presentation will show business owners how to establish trust, accountability, and professionalism from the get-go. After this workshop, participants will be able to create trust and loyalty among their clients, thereby increase referrals and repeat business.

Prep work: Bring a copy of the business's mission and values, if available.



1-2 hours



No prior knowledge
needed



Best for new or
growing businesses



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

Website Sections

Writing an "About Me" and Bio

Many business owners struggle to talk about themselves and their business, especially when it comes to writing copy for their websites. During this workshop, participants will use our template to write compelling "About Me" sections that highlight the best aspects of them and their business. Once participants have their draft bio, they will learn how to adapt their writing for their websites, Facebook profiles, or any platform where they need a biography or about me section.

Prep work: Participants should arrive with a list of places where they need a bio for themselves or staff, any existing biography or company about us, and a copy of their mission and values (if applicable).



1-2 hours



No prior knowledge
needed



Applicable to any
business level



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

Diversify Your Revenue

How to Evaluate Potential Income Streams

Are your learners thinking about adding new income streams? Or are they wondering about the financial impact of losing key clients? This presentation is for business owners looking for strategies to diversify their revenue. Participants will create an evaluation method for new income streams and identify existing organizational areas for adding services or products.

Prep work: To make the most of this workshop, attendees are encouraged to come prepared with details about their current revenue streams and their average profit margins.



Scaleable from
1 hour-half day



Prep work required



Best for growing or
established businesses



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

Raising Your Prices

How to Tell Your Clients

Every business needs to raise prices occasionally. Any business that isn't raising their prices at least in line with inflation is losing money each year. During this workshop, participants will learn to plan and execute price adjustments for their business, as well as how to communicate these changes to clients where necessary. We'll provide a handout of places for business owners to find information about their increased costs so that participants can use these tactics as long as they are managing their business. This workshop can be tailored to specific industries such as service-based businesses or restaurants.

Prep work: Participants should come prepared with a list of their current expenses and income, such as a Profit and Loss sheet or Income Statement.



1 hour



Prep work needed



Best for new or
growing businesses



Can be presented
virtual



Can be presented
In-person



Can be
presented hybrid

Client Communication

Evaluate Your Communication Systems

All businesses have clients, and making sure those clients are aware of what's going on in their company is a key strategy for generating client loyalty. During this workshop, we'll evaluate all of the ways business owners are communicating with their clients and discuss which methods are most effective. Participants will learn how to evaluate whether a method is working as expected, identify places in their business that need improved communication, and how to set company-wide standards for client communication.

Prep work: Participants should come with a list of all of the places clients receive communication from their business, as well as any current processes in place for customer support.



1-2 hours



Prep work needed



Best for new or growing businesses



Can be presented virtual



Can be presented In-person



Can be presented hybrid

Which Software is Right for Me?

Evaluation and Decision Making

In today's world of rapidly changing technology, it can be overwhelming for businesses to find the right solution for their needs. This presentation guides participants through the complexities of software evaluation, offering a structured approach to understanding and assessing their software needs so they can find a solution that works for them.

Note: This workshop does not make specific software recommendations; instead, we empower participants by walking them through the steps to determine their needs. By the end of the session, participants will have the tools to identify programs that align with their business and technical capacity.



1 hour or less



No prior knowledge needed



Applicable to any business level



Can be presented virtual



Can be presented In-person



Can be presented hybrid

Budgeting Without the Math

Spreadsheet Basics

This beginners' course, focusing on spreadsheet basics such as setup, formula usage, and creating tabs for various business components, offers a practical approach to financial organization and planning. In this workshop, participants will learn how to utilize spreadsheets for tracking revenue and expenses, all without manual number crunching. Booking this presentation will empower your learners with the skills to streamline financial management effortlessly.

Note: This workshop specifically focuses on how to build a spreadsheet and does not cover how to use the data. See “Spreadsheets and Your Business” for a follow-up workshop on using the data for planning.



1-2 hours



No prior knowledge
needed



Applicable to any
business level



Best presented
virtual



Can be presented In-person
(computer needed)

Spreadsheets and Your Business

From Tracking to Budgeting

This presentation is designed for individuals looking for guidance in using spreadsheets effectively. Whether they are looking to track crucial business metrics or construct a budgeting tool from scratch, this session has them covered. Participants will leave with the skills to navigate the functionalities of spreadsheets, transforming them into invaluable assets for day-to-day business activities. Book now to prep your constituents with practical knowledge and tools to enhance their business processes!

Note: This workshop is for participants who are already familiar with basic spreadsheet operations and functions.



Scalable from
1 hour-full day



Requires prep work



Applicable for any
business



Best presented
virtual



Can be presented In-person
(computer needed)

Writing a Job Description

Recruiting for Your Dream Team

Creating job postings that attract the right candidates is crucial to any business. This presentation will guide participants through determining exactly what they need and articulating it effectively in a job posting. Attendees will use our template to define their company, specify duties and job requirements, and evaluate the work-to-pay ratio. Participants will leave with the knowledge and tools to craft compelling job descriptions, ensuring they attract the ideal candidates for their business needs.

Prep work: Participants should come with a general idea of what they're hoping to hire for/get off the owner's plate.



1-2 hours



No prior knowledge
needed



Best for growing or
established businesses



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

Plan Your Brand

Deciding What You Need from a Designer

Working with a graphic designer or marketing professional can boost sales for a business, but only if they can choose the right designer for their organization. This workshop walks participants through building a brand template and setting expectations for collaborative marketing work. Participants will walk away with an actionable plan for their next steps in brand development.

Prep work: To maximize the benefits of this workshop, participants are encouraged to come prepared with 3-5 examples of brands they admire and 3-5 brands they consider competitors.



1 hour or less



No prior knowledge
needed



Applicable to any
business level



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

Business Values

Is Your Business Living up to its Promise?

Core values done right, embody the essence of a business. This presentation is designed to help business owners uncover the essential values that drive both their business and personal beliefs. Participants will explore how these values manifest in client interactions and promises. They will gain insights into evaluating whether their business is authentically living up to its values and brand promises.

Participants will leave this presentation with a clearer understanding of their personal and business values, establishing a foundation for a more authentic brand identity.



1-2 hours



No prior knowledge
needed



Applicable to any
business level



Can be
presented virtual



Best presented
In-person



Can be
presented hybrid

Hiring Vendors and Contractors

How to Talk About your Needs

As a business grows, entrepreneurs need a team. This could be finding a bookkeeper, hiring staff, or working with a graphic designer to build a brand kit. During this workshop, participants will learn the distinctions between vendors, contractors, and employees, while simultaneously gaining valuable insights into when and why to bring on external experts for specific tasks.

This workshop does not require any pre-work for participants.



1 hour



No prior knowledge
needed



Applicable to any
business level



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

Pricing Options

Flat Rate versus Hourly

In a service-based business, deciding between hourly billing and project-based billing is a key part of a business's pricing strategy. In this workshop, participants will work through the pros and cons of each approach, helping them to make an informed decision that best fits the unique needs of their business. We'll review methods for charging materials to a project, and the pros and cons of including them in an overall project price versus charging a client a separate materials fee.

Prep work: Participants should come to this workshop with their current pricing strategy or recent job expenses.



1 hour



Prep work needed



Applicable to any
business level



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

What's My Overhead?

Evaluating your Expenses

Effectively understanding, managing, and evaluating overhead expenses is a key part of financial planning for businesses. Without this knowledge, entrepreneurs can't decide whether they should increase prices or decrease overhead in order to increase their profits. This presentation focuses on identifying and assessing overhead costs, which are costs that remain constant regardless of sales. Participants will leave this workshop confident in their ability to manage their overhead, especially during pivotal growth moments such as moving into commercial spaces, acquiring vehicles, or expanding the team.

Prep work: Participants should come to this workshop with a list of their current business expenses. A worksheet will be provided with common overhead expenses for participants to use as guidance.



1-2 hours



Prep work needed



Best for new or
growing businesses



Can be presented
virtual



Can be presented
In-person



Can be
presented hybrid

Professional Development

Many people who work with small business owners or new and aspiring entrepreneurs don't have a business background themselves. These workshops focus on learning how to ask the right questions and participants leave with the confidence to connect their communities with the resources they need.

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Technical Support

Tech Solutions for Small Businesses

This workshop is designed for staff who support small business owners in finding exactly what they need to succeed. Participants will learn how to tap into available resources at their host organization, local library, and/or Small Business Development Center (SBDC). We will cover specific technical needs across various industries, highlighting that service providers, creatives, and manufacturers each have unique requirements.

Participants will leave this workshop with new insights into evaluating the technical capabilities of small business owners through practical metrics. Book this workshop to guide your constituents into finding simple, tailored ways to boost their small business!



Scaleable
1 hour - full day



No prior knowledge
needed



Good for any
staff level



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

Entrepreneurship Unveiled

Identifying Entrepreneur Needs

This workshop is designed for anyone wanting to become an entrepreneurship specialist in their organization. Participants will learn how to ask the right questions to local and aspiring entrepreneurs, and others in the business community to create programming that meets their identified needs. We'll also discuss how to help your participants find and utilize complementary programming from other organizations or resources so their organization can fill in the gaps.

For an added fee, we will deliver you with a "resource hub" that you can share with your community.



1-2 hours



No prep work
needed



Good for general or
program-specific staff



Can be presented
virtual



Can be presented
In-person



Can be
presented hybrid

Outreach and Engagement

Marketing Your Small Business Programs

Marketing small business programming is a combination of what and where it is said. This presentation focuses on blending effective messaging and strategic placement to promote small business programs. Participants will explore diverse methods of marketing, communication, and collaboration, all while learning the ins and outs of reaching and engaging their target audience.

Whether affiliated with a school, library, or community organization, participants will gain insights important to the success of their programs. Additionally, this workshop teaches how to create connections with organizations engaged in complementary work. Book now to enhance your constituent's skills in impactful marketing strategies.



1 hour



Prep work needed



best for program specific
staff and directors



Best presented
virtual



Can be presented
In-person



Can be
presented hybrid

Creating a Collaborative Space

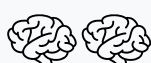
Building a Community Business Hub

In this workshop, participants will focus on creating a business hub that thrives on collaboration and engagement. We will cover how to locate valuable resources for their hub and provide key tips for successful collaboration with other organizations. We'll also dive into funding options, to ensure their business hub has the financial support it needs.

Participants will learn how to set achievable goals for their hub and maintain accountability. Book this workshop to ensure your clients have a collaborative and effective business hub!



Scaleable from
1 hour-full day



Prep work required



Best for program specific
staff and directors



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

Business Basics

What You Need to Know

Ever felt the need for a crash course in basic business terms and concepts? This presentation is made for individuals working with business owners who may lack formal business experience. We will provide the tools to connect entrepreneurs with the right resources - without all the overwhelming business jargon.

This workshop offers an overview of common business concepts, providing participants with the foundational knowledge to effectively support business owners and guide them. Don't miss this opportunity to bridge the gap and empower those working with entrepreneurs to navigate the business landscape with confidence!



Scaleable
1 hour - full day



No prior knowledge
needed



Good for any
staff level



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

I've Never Heard of That Industry

Questions for Any Business

Ever found yourself puzzled by the constant new jobs and industries popping up? For those working with entrepreneurs, it's common to encounter individuals venturing into fields that may be entirely new or not fully understood. This workshop is crafted to equip librarians, career services staff, and other professionals who aren't entrepreneurs themselves with the skills to navigate conversations with entrepreneurs exploring unfamiliar territories.

Participants will learn how to effectively communicate with entrepreneurs, connecting them to the right resources, and providing guidance even when the landscape is new and unfamiliar.



1 hour



No prep work
needed



Good for any
staff level



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

Freelancers are Business Owners

Supporting Artists and Creative Professionals

Ever wondered how many individuals in the gig economy see themselves as more than just freelancers? This presentation, crafted for trainers working with freelancers, explores the mental shift from freelancer to freelance business owner. Understand the basics of this transition and discover ways to guide freelancers toward embracing an entrepreneurial mindset.

The session provides trainers with the tools needed to support freelancers in elevating their approach to freelancing. Don't miss this opportunity to empower freelancers to redefine their perspective and succeed in the gig economy!



1 hour



No prep work
needed



Good for any
staff level



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

Supporting Future Business Leaders

Building a Hub Within Your Business School

This workshop focuses on establishing a community hub within business schools. It aims to encourage connections between students, educators, and the broader entrepreneurial ecosystem. Whether your audience is filled with administrators seeking resources on small business ownership or professors aiming to bridge courses with real-world applicability, this presentation offers a pathway for your constituents to connect, learn, and grow.

Note for schools: This workshop can be tailored for business schools wanting to support entrepreneurially minded students or those wanting to launch a business not covered under traditional business curricula.



Scaleable from
1 hour-full day



Prep work required



Best for program specific
staff and directors



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

Hands-On Skills

Integrating Entrepreneurship into Other Courses

Do you want to help your audience integrate practical business skills into various classes or industries within their school curriculum? This presentation is made specifically to assist schools in teaching business skills within the context of specific classes or subjects.

Participants will learn how to seamlessly integrate real-world business concepts into their curriculum, providing students with valuable skills relevant to their chosen subjects. Explore ways to enhance the educational experience, from cosmetology students mastering sales and marketing for practice clients, to art professors guiding students on pricing their art, and computer professors facilitating discussions on building startup teams.



Scaleable from
1 hour-full day



Prep work required



Best for general or
program specific staff



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

Redefining Career Services

Supporting Non-Traditional Students Post-Graduation

Ever wondered how to navigate career services as students increasingly explore self-employment and non-W2 options post-graduation? This presentation helps to re-imagine a career services department that connects students and educators with resources, internships, and potential employers. Whether students in the creative arts seek guidance on pricing and budgeting, or professors want to create courses with real-world applications, this session will cover success stories, failures, and lessons learned through specific case studies, supported by relevant statistics and data.

Participants will leave with actionable steps, understanding how to address programming gaps, connect with community resources, and create a more inclusive environment within their department. Book now for a transformative experience that equips you to lead change and better support students exploring non-traditional career paths.



1-2 hours



No prep work
needed



Good for any
staff level



Can be
presented virtual



Best presented
In-person



Can be
presented hybrid

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